

Attorney Docket No. P12662  
Customer Number 27045

### **REMARKS/ARGUMENTS**

#### **1.) Status of Claims**

Claims 37-40 are pending in the application. Favorable reconsideration of the application is respectfully requested in view of the following remarks.

#### **2.) Claim Rejections – 35 U.S.C. § 103(a)**

In paragraphs 1-2 of the Final office Action, the Examiner rejected claims 37-40 under 35 U.S.C. § 103(a) as being unpatentable over Owensby (US 6,647,257) in view of Calvert (US 6,526,275). The Applicant respectfully disagrees and requests the Examiner to reconsider this rejection in view of the following remarks.

MPEP 2143.03 states, to establish a prima facie case of obviousness, the cited references must teach or suggest all claim limitations. The Applicant contends that Owensby and Calvert fail to teach or suggest all of the recited claim limitations.

Regarding claim 37, Owensby fails to disclose or suggest a Business-to-Business (B2B) engine that (1) receives a subscription from the content provider and agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with an identified mobile telecommunications device; (2) notifies the subscribing content provider that the telecommunication system has reported the triggering event; (3) receives content information from the content provider in response to the notifying step; and (4) thereafter, forwards content information received from the content provider to the mobile telecommunications device. Instead, Owensby discloses a Call Management System that stores the content information internally and sends the stored information to the subscriber based on subscriber location and subscriber profile information. (see FIG. 2). Even if one interprets the reporting of the subscriber location as a triggering event, Owensby still fails to teach or suggest the other four limitations recited in claim 37.

Calvert likewise fails to teach or suggest a B2B engine that receives a subscription from the content provider and agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with an identified mobile telecommunications device. As a result, Calvert is unable to solve the

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situation in which the user of a mobile telecommunications device informs the content provider by other means that the user would like to receive content information on his mobile device upon the occurrence of specified triggering events. For example, the user may use his PC to notify the content provider that the user would like to receive the content provider's information whenever the user powers on his mobile device. In this case, the content provider must subscribe with the B2B engine to obtain notifications whenever the telecommunication system reports the occurrence of the specified triggering event to the B2B engine. Calvert does not teach or suggest this type of subscription.

The Applicant notes that Calvert suggests that the content provider "signs up" to provide the content information with the communication system operator or context engine server. (Col. 8, lines 23-27). However, there is no teaching or suggestion of the B2B engine receiving a subscription from the content provider in which the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device.

Since Owensby and Calvert both fail to teach or suggest all of the claim limitations, as required by MPEP 2143.03, the allowance of claim 37 is respectfully requested.

Claim 38 depends from claim 37 and recites further limitations in combination with the novel and unobvious elements of claim 37. Therefore, the allowance of claim 38 is respectfully requested.

Independent claims 39 and 40 also recite limitations similar to those of claim 37, which are not taught or suggested by Owensby and Calvert. Therefore, the allowance of claims 39 and 40 is respectfully requested for the reasons discussed above for claim 37.

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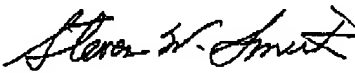
**CONCLUSION**

In view of the foregoing remarks, the Applicant believes all of the claims currently pending in the Application to be in a condition for allowance. The Applicant, therefore, respectfully requests that the Examiner withdraw all rejections and issue a Notice of Allowance for claims 37-40.

The Applicant requests a telephonic interview if the Examiner has any questions or requires any additional information that would further or expedite the prosecution of the Application.

Respectfully submitted,

Date: 1-7-2005

  
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